



# MARKETING TOOLS GUIDE

## PROGRAM PAGE ON GONEXT.COM:

- Up-to-date itinerary, offer, and pricing
- Vessel information and deck plan
- Suite/stateroom descriptions
- Pre- and Post-Cruise Program details
- Cancellation policies
- Access to live bookings and availability
- FAQs

## CO-BRANDED LANDING PAGE ON GONEXT.COM:

- Collection of all association-sponsored trips
- Links to all programs
- Association contact information and logo
- Association-specific insurance information

## TRAVEL PROGRAM FLYER:

- Collection of all association-sponsored trips
- Association logo
- Preliminary itinerary
- Preliminary starting price

## PRE-REGISTRATION FLYER:

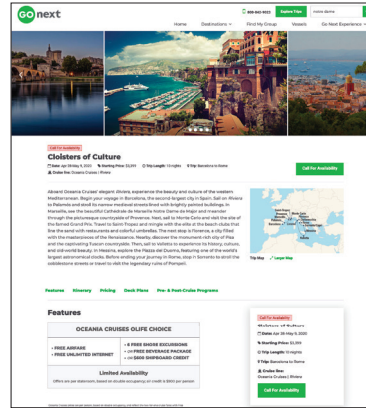
- Preliminary pricing, itinerary, and offer
- Association contact information and logo
- Featured host/lecturer photo and biography (if applicable)

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT  
LYNN JASPERS AT LJASPERS@GONEXT.COM

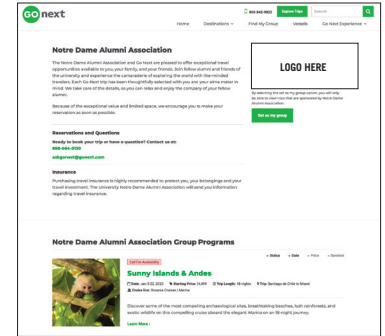
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## PROGRAM PAGE ON GONEXT.COM



## LANDING PAGE ON GONEXT.COM



## TRAVEL PROGRAM FLYER



## PRE-REGISTRATION FLYER

